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## Get Ready for the Next Wave of Pure Haven!

We've put some amazing, simple rewards in place for you, your new Consultants, and your Customers that start right away. This is the beginning of a new, modernized Pure Haven just announced at the Non Tox Virtual Summit. We're so glad you're part of it!

This wave is all about sharing and growing your business. It includes incredibly rich Customer and Consultant rewards for doing all the activities that help build a successful Pure Haven business, which ultimately means more profits for you.

Let's start with the rewards enhancements for YOU, our amazing Consultants!

### — Consultant Rewards —

We want you to be able to continue ordering your Pure Haven products for yourself and your family, so new Consultant rewards have been put in place that allow you to maximize your product credits.

- Continue enjoying wholesale pricing of 20% off and the same **generous compensation plan**.
- Receive a **10% product credit back on your wholesale orders**.
- Receive **FREE DELIVERY on all wholesale orders over \$100**.
- Receive a **\$20 anniversary credit**, starting with anniversaries after April 11, 2024.
- Consultants are now **eligible to become Pure Subscribers**, putting your orders on subscription to receive them every month, every two months, or every three months and getting a 10% discount on those orders. Scroll down to learn more about Pure Subscriber Rewards.
- **Monthly Consultant Incentive:** The [April incentive](#) will repeat each month, allowing all Consultants to earn unlimited rewards. Note: Re-enrolling Consultants must be out of the business for 24 months or more to count for this incentive. This is different from the 6-month period allowed for previous Consultant Incentives.



## the greatest rewards are reserved for consultants consultant rewards



In addition to a generous compensation plan and wholesale shopping prices, as a Pure Haven Consultant you ...

- Earn 10% product credit on all your wholesale orders.
- Receive free delivery on wholesale orders over \$100.
- Receive \$20 anniversary credit.
- Are eligible for pure subscriber rewards, with an additional 10% off subscription purchases.
- Can earn additional incentives, perks, and rewards.

**Become a Consultant today to start earning!**

See Independent Consultant Application & Agreement for details.

### — Pure Subscriber Rewards —

- All Customers and Consultants are eligible
- No minimum purchase required and no enrollment fee
- Subscription delivery every month, every two months, or every three months
- Subscription orders processed on 5th or 20th of delivery months
- 10% discount on all subscription order

## — Pure Member Rewards —

- \$24.95 annual enrollment fee
- \$10 welcome credit with first order over \$50
- 10% product credit toward future orders
- Free delivery on any order over \$100
- \$10 anniversary credit with re-enrollment

### **Please note:**

- With the start of Pure Subscriber and Pure Member Rewards, the Preferred Customer Club will retire immediately, and March PC Rewards will be the last PC Rewards issued.
- All PCs with active replenishment orders will be placed on subscription, so nothing changes for them in that way.
- Current active Preferred Customer Club members (those who have placed orders in the last 12 months) will be grandfathered into Pure Member Rewards for one year. In April 2025, existing PCs will have to pay \$24.95 to maintain membership.
- Pure Subscriber and Pure Member Rewards stack up. For example, a Customer taking advantage of both programs will receive a 10% product credit for being a Pure Member and a 10% discount on their Pure Subscriber orders.

### **What to do now:**

- Communication will be sent to all active Preferred Customers to let them know they're now enrolled for Pure Subscriber and Pure Member Rewards. Follow up with your Preferred Customers to reassure them that their replenishment orders will continue without interruption and that they will now receive a 10% discount on any order size. Also let them know that a minimum order of \$100 is required to receive free delivery.
- Emails will be sent to all Preferred Customers who have not placed an order in the last 12 months to let them know about the Pure Subscriber and Pure Member Rewards and ask them to place an order by 11:59 p.m. ET, April

30, 2024, in order to automatically become a Pure Member and waive the first year's fee of \$24.95.

- Invite your Customers to join as Pure Members and put their orders on subscription to earn rewards.
- Use the graphics below (also on pheteamtools.com) to promote these new programs and share your personal Pure Haven website, which has been updated with our simple rewards programs.



**subscribe  
and save**  
**pure subscriber  
rewards**

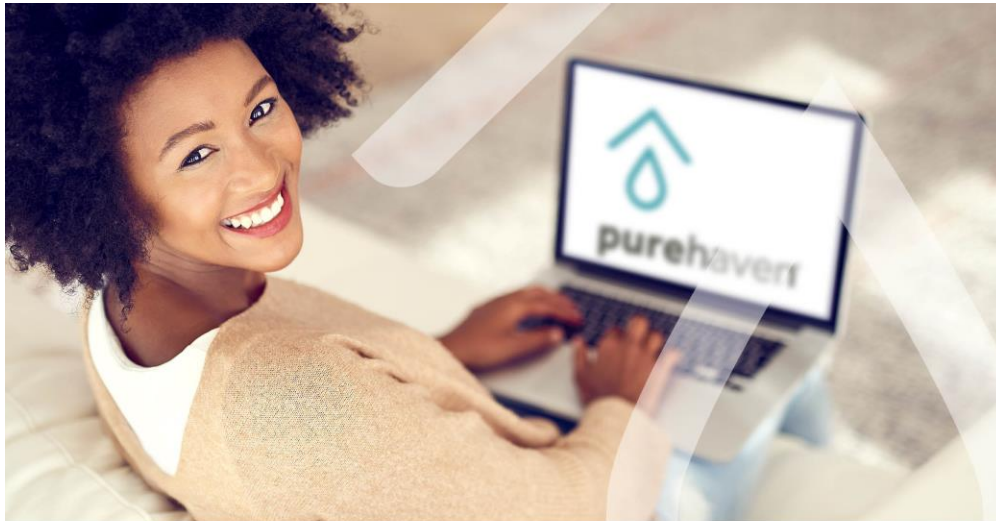
**Peace of mind delivered  
right to your door!**

**Put your favorite Pure Haven  
non toxic products on subscription  
and save 10%!**

**Update or defer your delivery and  
the items in your order at any time.**



See terms and conditions for details.



**sign up for  
unlimited  
free product  
credits**  
pure member  
rewards



**Join today and receive:**

- \$10 welcome credit with first order over \$50
- 10% product credit on all purchases
- free delivery on any order over \$100
- \$24.95 annual enrollment fee
- \$10 anniversary credit with re-enrollment

See terms and conditions for details.

## — Customer Rewards —

A personal referral link is now live on all Customer accounts! Customers who use the link to share Pure Haven will receive a 15% product credit based on orders placed through their link by new Customers. New Customers receive a 15% discount on their very first Pure Haven product order; this applies whether the new Customer orders through a referral link or not.



### What to do now:

- Reach out to your Customers and let them know about the referral link available when they login to their Customer account on your personal Pure Haven website, which has been updated with our simple rewards programs.
- Encourage Customers to share with friends and earn product credit based on first-time-Customer orders.
- Let new Customers know they'll save 15% off their first order and can earn product credits when they share their referral link.





**thanks for  
choosing  
pure haven  
pure customer  
rewards**

**Save 15% on your very first  
Pure Haven product order!**

**Share your personal referral link  
and earn 15% product credits  
based on your friends' first  
Pure Haven product orders.**



See terms and conditions for details.

— Host Program Retiring April 30, 2024 —

Without the Host Program, the party module no longer exists and entering Customer orders becomes easier than ever — you don't have to worry about putting orders into a party or closing a party.

But no Host Program *doesn't* mean no Gatherings! Gatherings are still a great way to get a lot of people together to hear about Pure Haven. Anyone who hosts will now earn rewards based on the programs above. And YOU still earn on the sales from Gatherings if you choose to hold them, now including Host orders because they're not using Rewards that didn't count before.

**What to do now:**

- Be sure to close April Gatherings by May 5. Otherwise, they will be automatically closed at 11:59 p.m. ET, May 5, and Host Rewards will be lost.
- If you have Gatherings booked beyond April, we suggest you:
  - Try to move them in closer so you can maximize those sales this month and help your Hosts earn Host Rewards, **OR**
  - Hold your Gatherings as planned and explain new rewards to Hosts. Ask them to get as many NEW people to their Gatherings as possible so they maximize their referral rewards.

**Please note:** Gatherings can no longer be entered into the back office.

— **Questions?** —

You can also reach out to your Leader or [email Consultant Services](#) with any questions not addressed in the Q&A. Keep an eye on your weekly Corporate Update for additional information and reminders.

**This is an amazing time to be part of Pure Haven.** We're so glad you're here and we're looking forward to helping you continue to succeed and grow in your business.

Thanks for all you do!

— Your Pure Haven Home Office Team